

IN THE CLAIMS

Replace the claims on file with the following claims.

1-2. (Canceled).

3. (Currently Amended) ~~The method of claim 1 wherein the step of determining comprises determining if products previously purchased meet a rebate specification.~~

A computer network implemented method for recalling product items for a product subject to a recall, comprising:

determining, in a computer system, a CID associated with a product identification of said product subject to said recall, thereby indicating prior purchase by a person associated with said CID of a first product item of said product; and

thereafter, in response to identifying at a terminal or kiosk of a retail store computer system, said CID, thereby indicating the presence of said person at said terminal or kiosk, providing to said person via said terminal or kiosk a notification of said recall for said product and offering to said person via said terminal or kiosk at least one of (1) a rebate when there is proof of purchase of a second product item for the same product as said first product item subject to said recall but which said second product item is not subject to said recall and (2) an incentive associated with said recall such that said incentive offers a discount upon the price of a subsequent purchase of a specified product item.

4. (Canceled).

5. (Currently Amended) The method of claim [[1]] 3 wherein the step of determining comprises determining a UPC associated with [[the]] said recall.

6. (Canceled)

7. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Currently amended) The method of claim [[1]] 3 ~~wherein the step of notifying comprises further comprising~~ transmitting a refund, ~~a rebate, on an incentive~~ along with the recall notification.
11. (Canceled)
12. (Currently amended) The method of claim [[1]] 3 wherein a central server computer system performs said step of determining based at least in part on a recall specification and CIDs stored in association with data indicating prior product purchases.
13. (Currently amended) The method of claim [[1]] 3 ~~wherein said step of notifying~~ further comprising a central server computer system transmitting said determined CIDs to another computer system.
14. (Currently amended) The method of claim [[1]] 3 further comprising the step of transmitting determined CIDs associated with one retail computer system to that retailer computer system.
15. (Currently amended) The method of claim [[1]] 3 further comprising the step of generating bar coded documents containing a determined CID and recall specification.
16. (Currently amended) The method of claim [[1]] 3 further comprising the step of accounting for return of recalled goods.
17. (Previously Presented) The method of claim 16 comprising entering into a computer system a CID associated with returned goods.
18. (Previously Presented) The method of claim 16 wherein said accounting occurs at a POS terminal in a retail store.
19. (Previously Presented) The method of claim 16 wherein said accounting occurs at a postal mail service provider facility.

20. (Currently amended) The method of claim [[1]] 3 further comprising determining the efficacy of said step of notifying.
21. (Currently amended) The method of claim [[1]] 3 further comprising accounting for costs associated with said recall.
22. (Currently amended) The method of claim [[1]] 3 further comprising target marketing to consumers associated with said determined CIDs.
23. (Previously Presented) The method of claim 22 further comprising further target re-marketing to said consumers associated with said determined CIDs depending upon consumer responses to said target marketing.
- 24-51. (Canceled)
52. (New) The method of claim 3 comprising offering to said person via said terminal or kiosk said rebate.
53. (New) The method of claim 3 comprising offering to said person via said terminal or kiosk said incentive.
54. (New) The method of claim 3 wherein said step of providing comprises receiving at said terminal or kiosk said proof of purchase in association with said CID, thereby indicating the presence of said person at said terminal or kiosk, such that providing said rebate is in response to receipt at said terminal or kiosk from said person of said proof of purchase.
55. (New) A computer network system for recalling product items for a product subject to a recall, comprising:
- a computer system for determining a CID associated with a product identification of said product subject to said recall, thereby indicating prior purchase by a person associated with said CID of a first product item of said product subject to said recall; and
 - a retail store computer system having a terminal or kiosk that is configured to respond to identification of said CID at said terminal or kiosk, thereby indicating the presence of said person at said terminal or kiosk, by providing to said person via said terminal or kiosk a notification of said recall for said product and offering to said person via said terminal or kiosk at least one of
- (1) a rebate when there is proof of purchase of a second product item for the same product

subject to said recall but which said second product item is not subject to said recall and (2) an incentive associated with said recall such that said incentive offers a discount upon the price of a subsequent purchase of a specified product item.

56. (New) The system of claim 55 wherein said retail store computer system is designed to offer to said person said rebate.

57. (New) The system of claim 55 wherein said retail store computer system is designed to offer to said person said incentive.

58. (New) The system of claim 55 wherein said terminal or kiosk is configured to receive said proof of purchase in association with said CID, thereby indicating the presence of said person at said terminal or kiosk, such that system is configured to provide said rebate is in response to receipt at said terminal or kiosk from said person of said proof of purchase.